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# Project Completion Report

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Submitted to:  
Pernod Ricard India Pvt. Ltd



## SKILL DEVELOPMENT PROGRAMME ON HAND MADE PAPER BAG MAKING

Project Implementation at Phagi, Rajasthan

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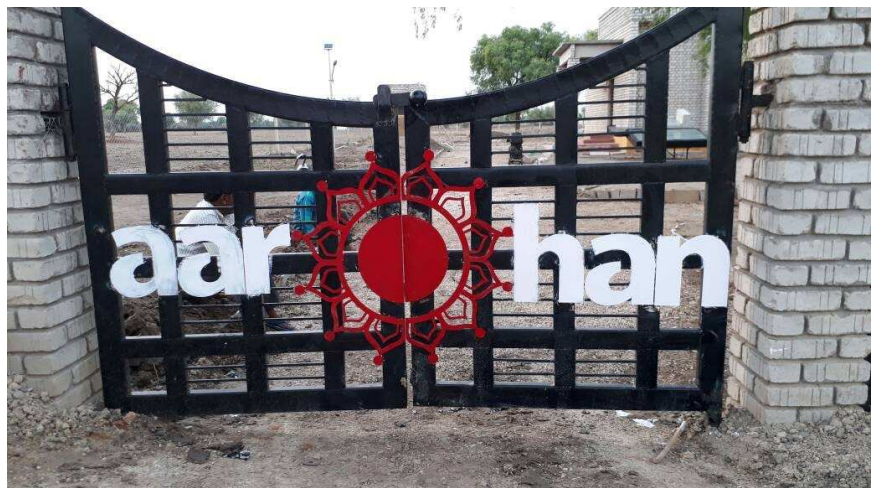
## 1. PROJECT BACKGROUND

Advit Foundation has been working on water conservation, “Swachh Bharat”-building community toilets and women empowerment with Pernod Ricard India since 2016. About 45,000 cu. m of water storage capacity has been created through the water conservation project implemented in 4 villages and more than 15,000 individuals have been benefitted. The water projects ensure water availability for sanitation, livestock, drinking and agriculture. Community toilets have been constructed at 5 locations/ villages. Besides, communities are also being encouraged to undertake skill trainings like paper bag making and develop entrepreneurships for income enhancement.

### PROJECT LOCATION

The hand-made paper bag making initiative is located at **AAROHAN – Advit Foundation’s Rural Self - Employment Training Centre**, which is situated in village Pachala, Phagi block, Jaipur.

Village Pachala is around 70 km south-west from the city of Jaipur. It is in Phagi tehsil which is the same region where Advit and Pernod Ricard have constructed 8 water harvesting check dams in the past one year.



## REASON FOR INTERVENTION

The water conservation initiatives improved soil moisture and brought about an increase in cropping cycles due to increased availability. This eventually had led to an increased income from agriculture and livestock for the community. However, the landless and the women were still in need of an alternate source of income.

The detailed study conducted by Advit Foundation revealed that more than 100 women in the village agreed to come out of their houses to learn some skills. This led Advit Foundation to set up a demonstration and capacity building centre, AAROHAN, at village Pachala in Phagi block with an aim to promote rural entrepreneurship and livelihood enhancement. This centre has been set up to mitigate the unemployment and underemployment problems among the rural communities with women as the main target group. The trainings and skill upgradation programmes at Aarohan are geared towards entrepreneurship development. The objective of this centre is to generate self-employment in rural areas through demonstration and training for capacity building and income enhancement. The centre provides training sessions to communities free of cost.

This project has set up a training programme on paper bag making at this centre, Aarohan, with support from Pernod Ricard India. Women and youth are being trained to make paper bags here. The marketing of these bags will also be explored which will give income to the community members engaged in this programme.

The programme offers an integrated approach to deliver skill training on hand made paper bag making. The key objectives of the programme are:

- To impart training to women and create a training -of-trainers model
- To create a trained workforce for immediate job opportunities

## 2. PROJECT ACHIEVEMENT

The project was implemented in AAROHAN centre in village Pachala, Phagi, Rajasthan. Training of trainers has been undertaken. The women from the rural community have been trained to make the hand-made paper bags. Industry and market linkages are being established. The following are the achievements:

- Set up of a training programme on hand-made paper bag making at AAROHAN.
- Good quality raw material for hand made paper bags is procured locally. Linkages for procurement have been set up.

- Community members have been trained under the training -of-trainers model.
- More than 70 women/ girls have been trained on paper bag making. (Details in Annexure I)
- More than 600 paper bags of various sizes have been made by the rural communities so far. More paper bag designs have been identified for them to get trained.
- Market linkages are being developed for orders and ensuring income to the trained community members. This would encourage more members from neighbouring villages to undergo this training and be part of the production.

### 3. PROJECT SUMMARY

The project was initiated in April 2017. Linkages were sought with a local hand-made paper manufacturer to procure raw materials to make the paper bags. Two members from the community were identified and trained under the training -of-trainers model. Trainings of the local women was subsequently initiated (details in Annexure I).

The entire training and production infrastructure has been set up at Advit's skill training centre, Aarohan. Cut sheets of handmade paper are brought at the centre where all the equipment has been set up for paper punching, eyelets, thread for handle, folding and sticking the paper to make them into bags.

Five training sessions of about 3 hrs each were undertaken to impart training to about 70 women. They were trained in batches to ensure one to one attention. Quality check of each bag was undertaken to ensure subsequent good quality of the products made for sale. The sample bags made during the training sessions have been circulated as samples with the industry and also given to the community members who made them for use and feedback.

Glimpses: Training of the community





## 4. PROJECT IMPACT

The project could ensure a constant source of income for the local community especially women. The trainings have resulted in an increase in confidence level as well as inculcated a spirit of ownership and enterprising mindset amongst the community. A movement seems to be occurring and more women have shown interest in learning the skill.

Different types of paper bags made at AAROHAN



## 5. SUSTAINABILITY

Advit has imparted necessary paper bag making skill training to the local community members. This paper bag making unit would be operated and maintained by the community members themselves. Training-of-trainers model was used to identify members in the community to become trainers as well as handle the operational process of the paper bag making unit.

Market linkages are being sought for income enhancement. The raw material is also procured locally ensuring that the community can themselves also procure them in case of entrepreneur set up. Pricing of the product would be undertaken once market linkages are set up and there is a constant supply of product.



## Annexure I

**Details of beneficiaries**

S. No	Name	Sex	Age	Address
1	Mangi Devi	F	35	Gawariyo ki dhani, sawa ka bas, Pachala
2	Shanti	F	23	Gawariyo ki dhani, Pachala
3	Sayar Devi	F	55	164, Pachala, Jaipur
4	Sanjaya Devi	F	35	Bagariyan Ka mohalla, Pachala
5	Basaram Devi	F	36	Pachala Phagi
6	Jyoti Devi	F	74	Bagariyan Ka mohalla, Pachala
7	Sushila Devi	F	70	Bagariyan Ka mohalla, Pachala
8	Nathi Devi	F	32	Bagariyan Ka mohalla, Pachala
9	Kanta	F	60	Pachala Phagi
10	Manju Devi	F	32	Pachala Phagi
11	Surajan	F	30	Mandore, Jaipur, Rajasthan
12	Meera Devi	F	40	Tikelapurohitan, Phagi
13	Sumitra Devi	F	39	Mandore, Jaipur, Rajasthan
14	Manna	F	31	Tikelapurohitan, Phagi
15	Bardi	F	37	Tikelapurohitan, Phagi
16	Rameshi Devi	F	44	Tikelapurohitan, Phagi
17	Mangali	F	33	Tikelapurohitan, Phagi
18	Kavita Choudhary	F	34	61, Musalamano ki dhani
19	Jhamku	F	32	71, Musalamano ki dhani
20	Santosh Devi	F	33	67, Musalamano ki dhani
21	Kamla	F	20	65, Musalamano ki dhani
22	Madina	F	57	Musalamano ki dhani
23	Farjan	F	25	Pinach, Mandore
24	Leela Devi	F	57	Pinach, Mandore
25	Ramsingh Choudhary	F	27	Revantapura, Mandore
26	Madho Lal Kumahar	F	23	Pinach, Mandore
27	Jagdish	F	44	51, Musalmano ki dhani
28	Amraram Choudhary	F	39	Jato ki dhani, Pinach
29	Manish Kumar	F	51	46, Musalmano ki dhani
30	Suresh Kumar	F	33	Pinach, Mandore
31	Chhagan Lal	F	69	Musalamano ki dhani
32	Chhitar Mai	F	37	Pinach, Mandore
33	Chhita Singh Choudhary	F	20	Gawariyo ki dhani, Pachala
34	Ramjilal Jat	F	25	164, Pachala, Jaipur

35	Ramnivas Jat	F	35	Bagariyan Ka mohalla, Pachala
36	Ramlal	F	18	Pachala Phagi
37	Ram Prasad	F	22	Bagariyan Ka mohalla, Pachala
38	Ram Kanwar	F	45	Bagariyan Ka mohalla, Pachala
39	Parvati	F	53	Bagariyan Ka mohalla, Pachala
40	Sanju Choudhary	F	36	Pachala Phagi
41	Sita Devi	F	20	Pachala Phagi
42	Shrvani Devi	F	40	Mandore, Jaipur, Rajasthan
43	Harful Devi	F	35	Tikelapurohitan, Phagi
44	Kamla Devi	F	40	Mandore, Jaipur, Rajasthan
45	Bhanwari Devi	F	20	Tikelapurohitan, Phagi
46	Moti	F	37	Pinach, Mandore
47	Ladi	F	38	30, Khetpura, Vinanch, Phagi
48	Nyamat Bano	F	24	61, Maru bhat, Banjaro ka mohalla, Phagi
49	Ramlal Kumar	F	24	Revantapura, Mandore
50	Govind Narayan	M	33	Revantapura, Mandore
51	Bhav Singh Banjara	M	45	14, Khetpura, Vinanch, Phagi
52	Murali Devi	F	30	45, maru Bhat, banjaru ka mohalla
53	Surgyan Devi	F	27	47, Maru bhat, banjaru ka mohalla
54	Bhanwari Lal Choudhary	F	55	22, Murli manohar ji ka mandir, Pinach, Phagi
55	Shri Pal Singh	F	30	Gujaro ka mohalla, Pinach
56	Chhoti Devi	F	32	34, Minoka Mohalla, Vinanch
57	Mangoli	F	74	Revantapura, Mandore
58	Sushila	F	24	Revantapura, Mandore
59	Anita Devi	F	23	Revantapura, Mandore
60	Reshma	F	23	Revantapura, Mandore
61	Rampati Devi	F	59	47, Musalmano ki dhani
62	Mafiya	F	50	Revantapura, Mandore
63	Muli	F	72	Revantapura, Mandore
64	Kanti Devi	F	23	42, Maru bhat banjariya ka mohalla
65	Janta Devi	F	20	58, Maru bhat banjariya ka mohalla
66	Lajvanti Devi	F	44	Revantapura, Mandore
67	Kamla Bagariya	F	58	20, Maru bhat, banjaro ka mohalla
68	Kanchan Devi	F	50	35, Maru bhat, banjaro ka mohalla
69	Anachi Devi	F	38	15, Khetpura, Vinanch, Phagi
70	Kamla	F	30	Revantapura, Mandore

## Annexure II

**ADVIT FOUNDATION – BRIEF PROFILE**

Advit Foundation ([www.advit.org](http://www.advit.org)) is a not for profit development organization, registered in India working for Conservation of Environment Resources and Livelihood Enhancement. Advit has sought to conserve environment and empower communities through viable options of environment conservation and sustainable development.

Advit is the managing partner for the Solar Information Centre at The National Institute of Solar Energy Gwal pahari under Ministry of New and Renewable Energy, Gol. Advit is a training partner with the Electronics Sector Skills Council of India (ESSCI) for Solar Electronics. Advit runs a solar training centre with HARTRON. Advit was the state nodal partner managing the Rajiv Gandhi Renewable Energy Park in Gurgaon for Haryana Government from 2009 - 2015.

With a vision of promoting approaches to sustainable development Advit's work focuses on improving living/ working conditions through improved environment conditions, promoting environment education and conservation practices. This is undertaken using information and communication systems tools and providing environment education and conservation services. Forward linkages are sought through outreach programmes, capacity building and entrepreneurship development.

Advit operates through the following project areas:

**Awareness**

Advit strives to generate awareness on the need to educate, provide a platform for learning to all and impart the importance of conserving environment and conserving resources in our everyday life. Activities focus on all section of the society.

**Education**

Advit Foundation's rural training centre, Aarohan, has been set up to mitigate the unemployment and underemployment problems among the rural youth in the country. The trainings and skill upgradation programmes at Aarohan are geared towards entrepreneurship development. The objective of this centre is to generate self employment in rural areas through demonstration and training for capacity building and income enhancement.

Advit designs and implements environmental training programmes pertinent to:

- Skill development and undertaking village development models that help in livelihood enhancement among communities.
- Environment education in schools and other educational institutes
- Facilitating environment compliance in industries - Trainings on occupational health and safety, safe chemical handling and disposal, water conservation, energy audits, industry production process efficiency and resource conservation in production processes.
- Information dissemination on energy efficiency, solar installations and waste management.

## Conservation

The programme highlights and suggests alternatives that can help address the challenges of resource conservation. The need for intervention and the alternatives that would improve resource management and development activities are sought. These include implementation of projects in water conservation, waste management and energy efficiency.

### A few glimpses of organisation's work:

- Design and construction of micro watersheds. Have undertaken more than 15 water conservation structures in villages in Phagi, mandore, rothwara, dudu blocks in Rajasthan. Supporting partners have been IKEA, Coca Cola, Canara HSBC, OBC life Insurance (CHOICE), Pernod Ricard, BHEL
- Undertaking Solar Electrical Training with certification from NSDC. Supporting partners have been Ministry of New and Renewable Energy, Gol, RECL, Applied Materials Pvt Ltd
- Set up a rural self - employment training centre, Aarohan, at village Pachala in Phagi, Rajasthan. A number of renewable energy and skill upgradation initiatives are undertaken here
- Undertaking Safe Chemical Handling trainings for workers of apparel, metal, leather and accessories industries all over India. Supporting partners have been H&M, Varner
- Implemented Occupational health and safety trainings for 25 Carpet weaving industries in Panipat, Haryana. Supporting partner has been Goodweave UK
- Runs an environment education and school upgradation programme - Prakriti Eco School programme. Supporting partners have been IKEA, LeasePlan
- Undertaken solar electrification of forest guard cabins at Pench and Bandhavgarh forest reserves in Madhya Pradesh
- Distribution of 100 energy efficient cooking stoves in Phagi. Supported by Pernod Ricard India
- Undertaken construction of community toilets in 5 villages in Phagi. Supported by Pernod Ricard India
- Facilitated set up of large scale drinking water systems in Behror. Supported by Pernod Ricard India
- Facilitate industries to comply with environment standards - Undertake energy efficiency trainings, audits and other resource conservation methods for various industrial processes.
- Implemented roof top rain water harvesting for buildings. Designed and constructed 3 large models for institutions in Gurgaon.
- Prepared guide book on Energy efficiency and Carbon responsibility for apparel industries – Knowledge book. Supported by GIZ
- Implemented a Village Development Programme for NABARD at village Meoka, Haryana.

## OUR PROGRAMME CENTRES

### Water Centre

- a. Watershed development
- b. Village development through watershed approach
- c. Community mobilisation and capacity building
- d. Roof-top water harvesting

### Eco Initiatives

- a. Environment education programmes
- b. Green space development
- c. Waste management

### Energy Centre

- a. Renewable energy information centres
  - i. Rajiv Gandhi Renewable Energy Park, HAREDA
  - ii. National Institute of Solar Energy (NISE), MNRE
- b. Renewable energy awareness programmes
- c. Resource efficiency in industries
- d. Technology demonstration and dissemination

### Centre for Learning

- a. Safe chemical handling training
- b. Occupational health and safety training
- c. Solar electrical training
- d. Project baseline and impact assessment studies

## TOUCHING LIVES



## AWARDS AND EMPANELMENT

- Awarded the first CII Beyond the Fence Project award for an industry in Rajasthan in 2009
- Advit Foundation is empaneled with TISS CSR Hub
- Partner - Electronic Sector Skills Council of India (ESSCI) to operate and manage Centre of Excellence for Solar Electronics
- Partner - National Institute of Solar Energy (NISE), MNRE
- Partner - Haryana Renewable Energy Development Agency (HAREDA)